

Texicana Ordering App

Kirsten Gord

Project overview



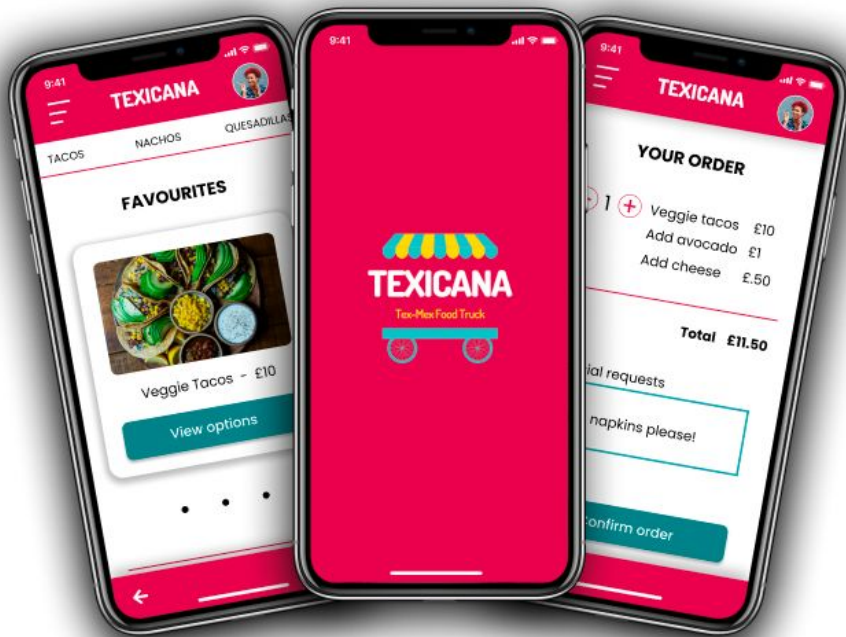
The product:

The Texicana App provides customers with a menu preview and ordering experience that reduces the need to queue at the food truck.



Project duration:

4 weeks - May 2021



Project overview



The problem:

The owners of Texicana are looking for a way to reduce queues in order to encourage more customers to order. Customers want an easy way to preview the menu and order without having to queue.



The goal: The app will let users view a visual menu, order, and pay which will affect the user and the food truck workers/owners by decreasing queue length and encouraging more customers to order.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, wireframing, prototyping, UI design, usability testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: pain points

1

Waiting in a queue

Food truck owners and customers alike had problems with queues. Customers want to be able to order without having to queue and food truck owners found that long queue deterred customers from coming to their truck.

2

Viewing menu items

Many customers expressed the desire to be able to see pictures of the menu items before they ordered. It is easier to decide from pictures than text.

3

Group Orders

Many customers wanted an easier way to place big group orders. It is difficult to remember a large order.

Persona: Georgina

Problem statement:

Georgina is an art student at university who needs an easier way to order from a food truck because she hates waiting in a queue.



Georgina Wilson

Age: 19
Education: University Student, 1st year
Hometown: Huddersfield, Yorkshire
Family: Lives in dorm with 3 friends
Occupation: Art student, sells drawings and paintings on the side

"I'm always looking for new experiences to influence my art. I love trying new things."

Goals

- To experience as much as she can while she is at uni
- To grow her art business

Frustrations

- "I hate waiting in a queue."
- "It's difficult to see the menu when I'm waiting."
- "When I'm with a big group, we all have to wait in the queue and it takes away from our time together."

Georgina is a talented painter and spends most of her time in the art studio. When she isn't busy painting she enjoys spending time with her friends. They all love to try out different street food vendors.

How Might We / Crazy Eights

1

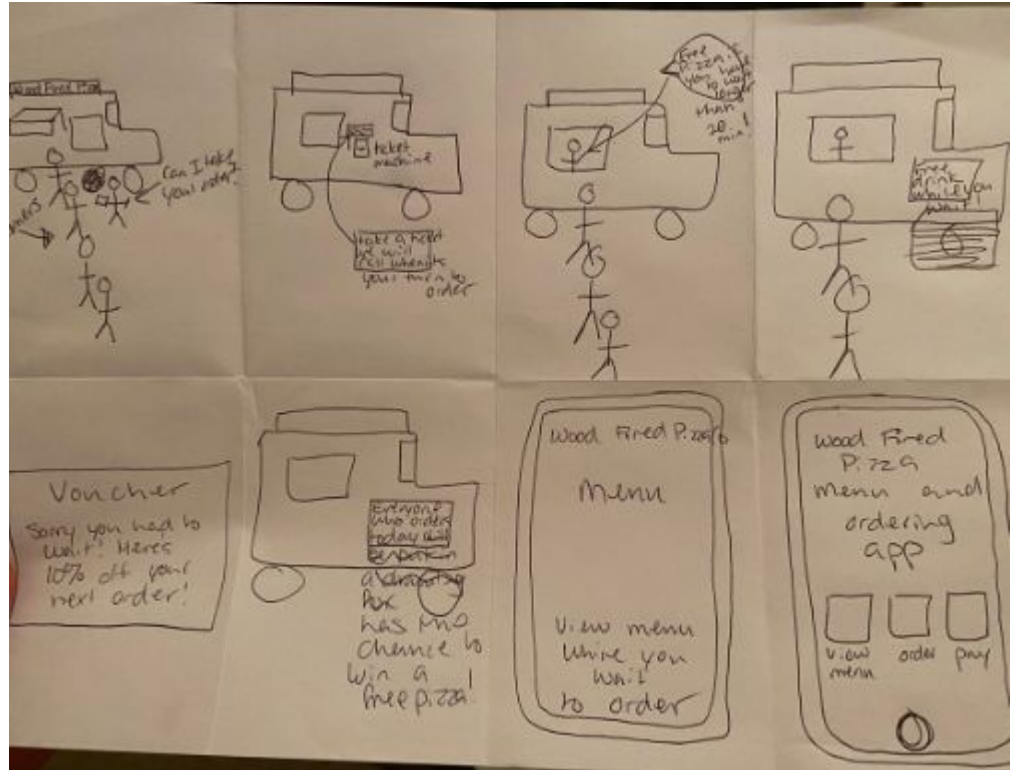
How might we encourage customers to order during busy times?

2

How might we reduce the need to queue at the food truck?

3

How might we make it easier for customers to place their order?



User journey map

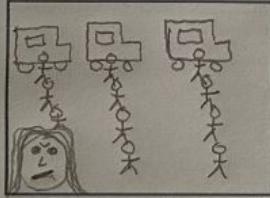
Persona: Georgina

Goal: To review menu and create/submit order from mobile device while at a food truck

ACTION	Get App	Review menu	Create order	Confirm Order	Pick Up Order
TASK LIST	Tasks A. Download app B. Create account C. Allow GPS while using app to show that you are at the food truck	Tasks A. Scroll through items B. Click on items to see more information	Tasks A. Choose items B. Add to order C. Initiate checkout	Tasks A. View app confirmation and check email for receipt B. Confirm order details are correct	Tasks A. Wait for confirmation that order is ready B. Pick up order from food truck C. Check that order is correct
FEELING ADJECTIVE	Excited to be able to see menu items before she orders Relieved to not have to stand in a queue	Unsure about what to order as there are so many options	Slightly annoyed because she was hoping to use cash.	Happy that she was able to complete her order without waiting in a queue and now has more time with her friends.	Irritated because she missed the notification that her food was ready. By the time she saw the notification her food was cold.
IMPROVEMENT OPPORTUNITIES	Offer a discount or rewards for setting up an account	Create a "Popular Items" section at the top of the menu	Give an option to submit order and pay cash at the truck..	After first order give a discount code to share with a friend.	Send notification to device as well as call out order name from food truck speaker.

UX Design Storyboard

Scenario: An app to help users order food without having to queue - Big picture



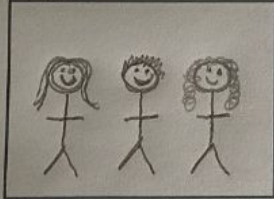
Georgina is frustrated that all the food trucks have long queues.



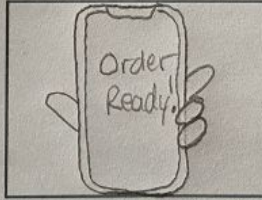
Georgina downloads the app for Texicana food truck.



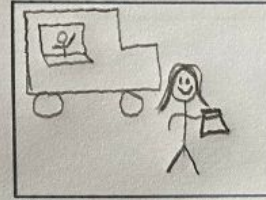
Georgina is able to view the menu, order, and pay through the app.



Georgina enjoys getting to spend more time with her friends.



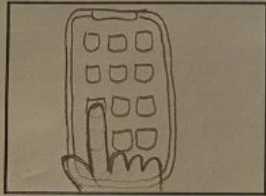
Georgina receives a notification that her order is ready.



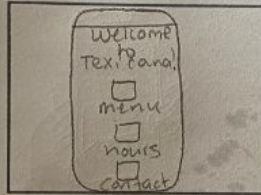
Georgina happily picks up her order from the food truck.

UX Design Storyboard

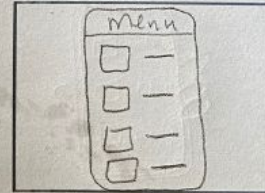
Scenario: An app to help users order food without having to ~~give~~ - close up



Georgina opens the app.



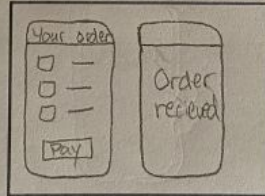
Georgina is welcomed and sees a list of options.



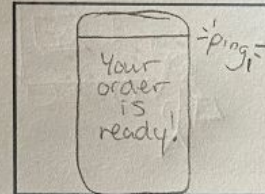
Georgina chooses to look at the menu.



Georgina chooses menu items and adds them to her cart.

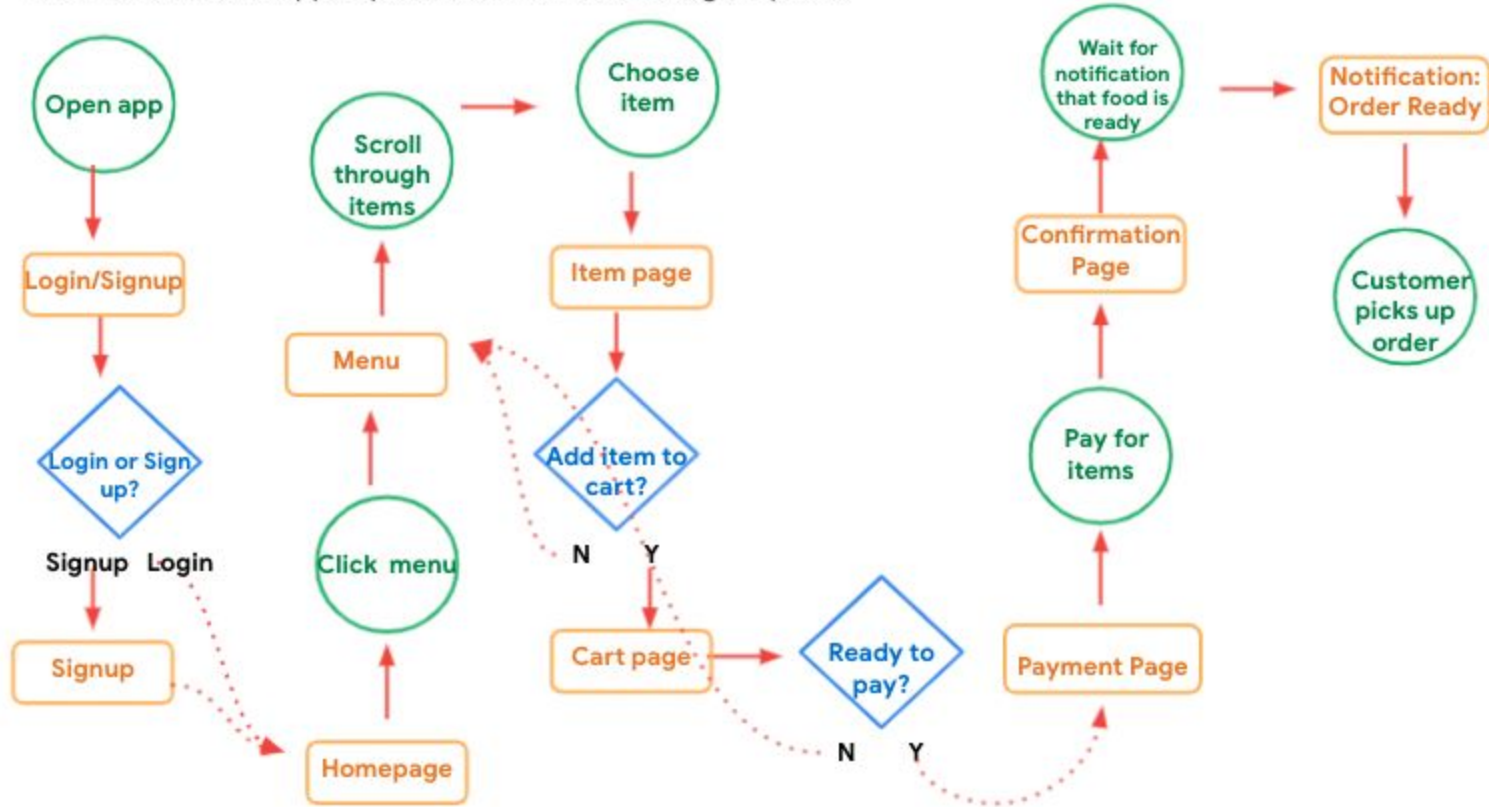


Georgina pays for her order and receives a confirmation.

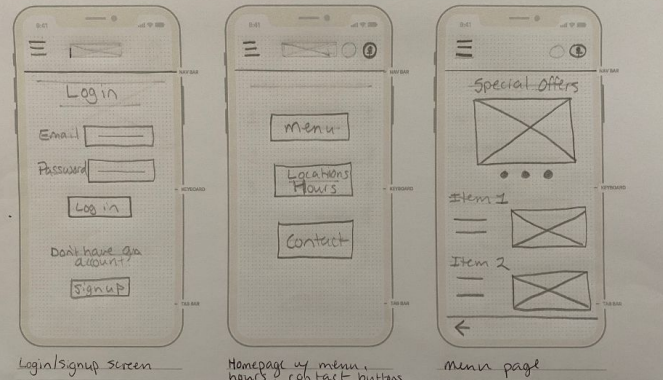


Georgina receives a notification when her order is ready.

User task: Use the app to place order without having to queue.



Paper wireframes

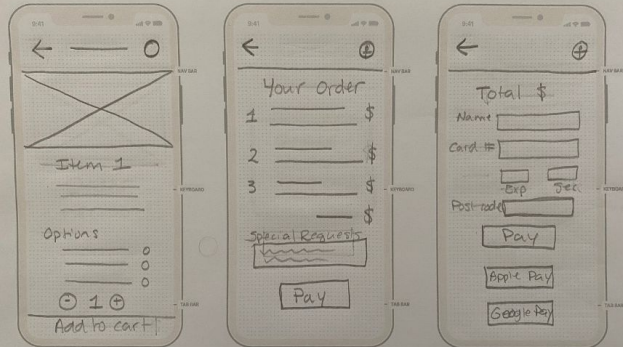


login/signup screen

Homepage of menu items & contact buttons

menu page
Slider at top has special offers/popular items

Template Created by Matthew Stephens (matthewstephens.com)

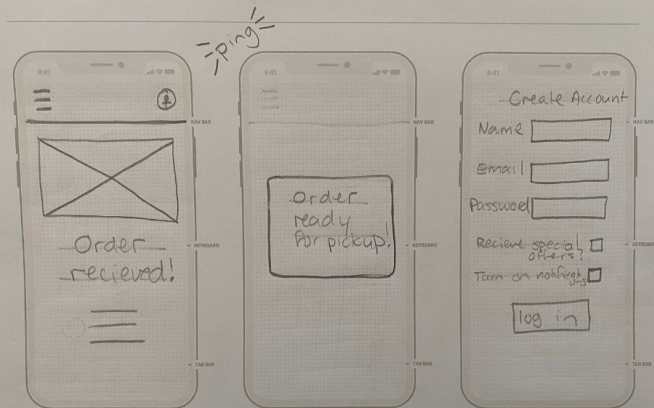


menu item page

cart page with text box for special request

Payment page with options to pay by card, apple pay, paypal

Template Created by Matthew Stephens (matthewstephens.com)



Confirmation page Order received

Notification pop up Order Ready!

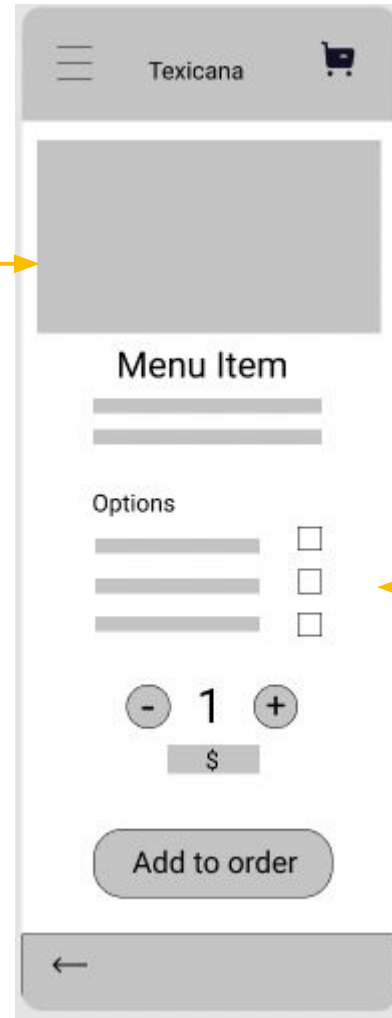
Create account screen

Template Created by Matthew Stephens (matthewstephens.com)

Digital wireframes

The goal for this app is to make the ordering process simple and to provide a visual menu.

Picture of menu item so customer know exactly what they are getting

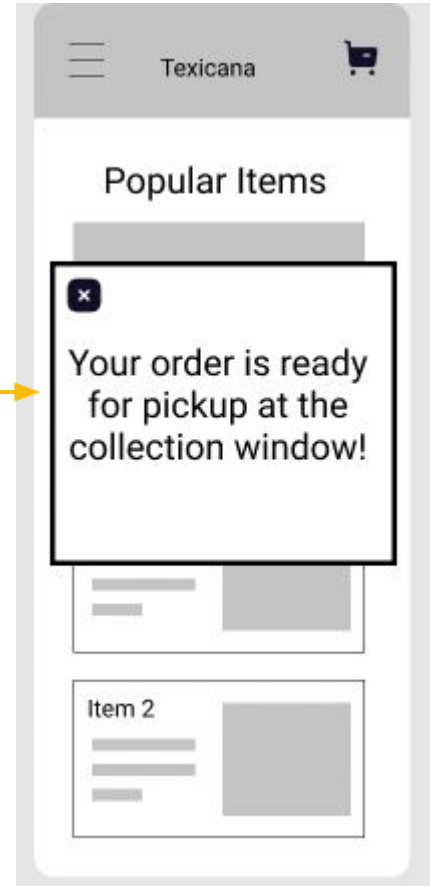


Optional add-ons

Digital wireframes

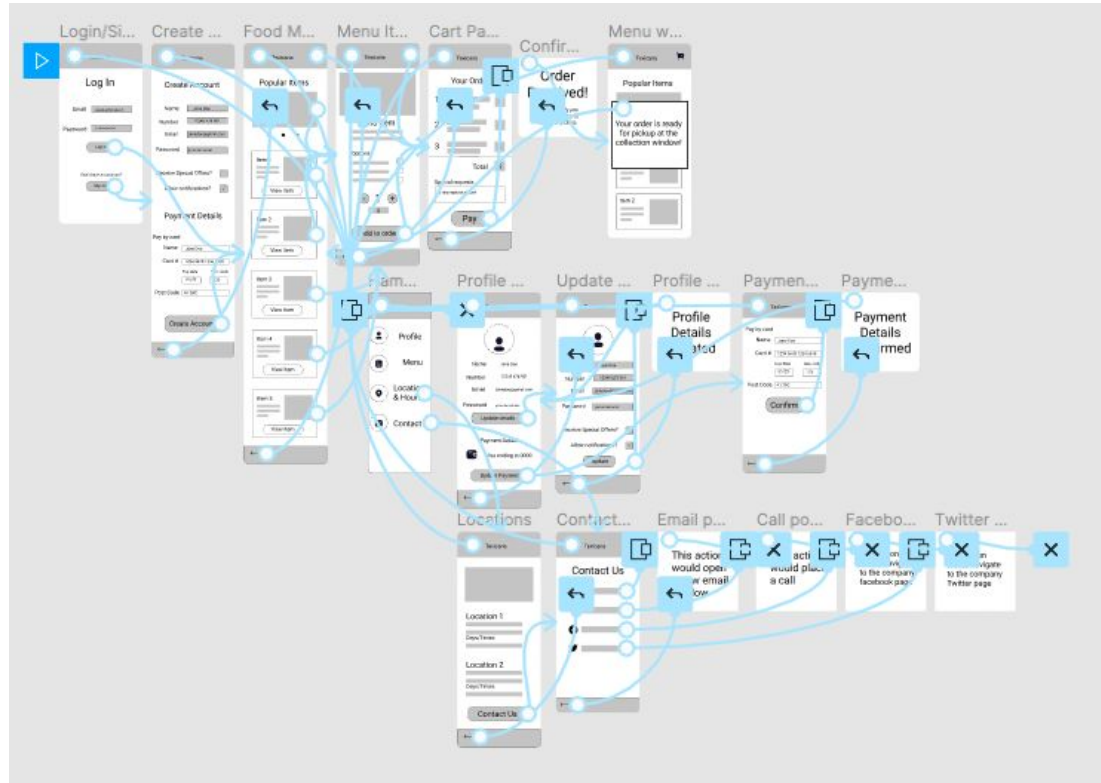
The customer will receive a notification on their phone when the order is ready meaning they can spend time with friends and family instead of waiting around for their order to be completed.

Customer will receive notification when order is ready



Low-fidelity prototype

<https://www.figma.com/proto/WiK4EgLOPnw7ly63UTmtYA/Texicana-App?page-id=0%3A1&node-id=1%3A2&viewport=102%2C186%2C0.15000000596046448&scaling=scale-down>



Usability study: parameters



Study type:

Moderated Usability Study



Location:

Sheffield, UK



Participants:

3 female, 2 male, ages 30-65



Length:

15min

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

It was observed that 4 out of 5 participants expected a payment confirmation page after clicking on the “pay” button. This means that we need to add a confirmation page after the user clicks on “pay”.

2

Finding

It was observed that 3 out of 5 participants wanted the option to pay with cash. This means that we need to add a way to opt for a cash payment at the food truck before confirming the order.

3

Finding

It was observed that 2 out of 5 participants were confused about where to update their payment method. This means that we need to make it easier for the user to update their payment method.

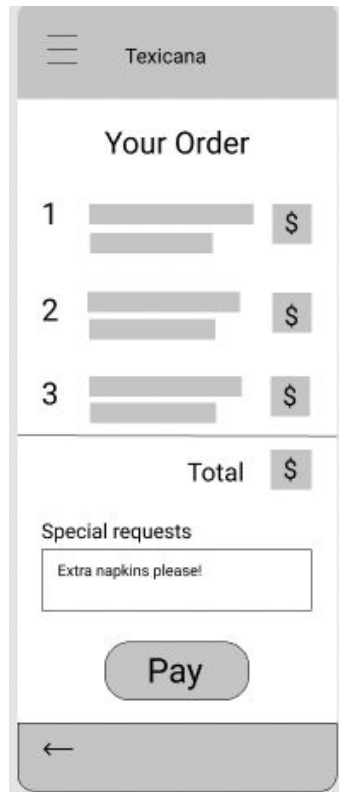
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

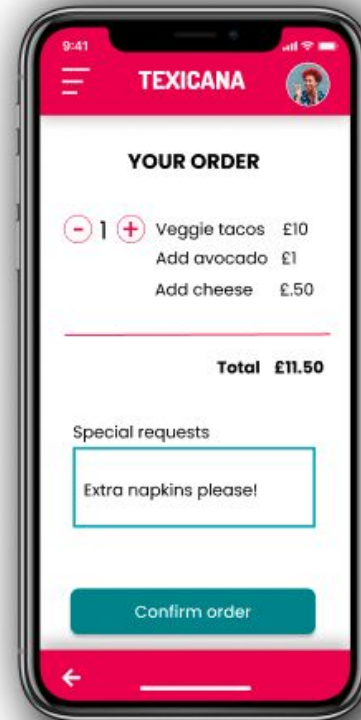
Mockups

On the cart page, the “Pay” button was replaced with a “Confirm Order” button which brings up a confirmation page before the payment is taken.

Before usability study



After usability study



Mockups

The original logo had too many bright colors and did not meet accessibility standards. The yellow was replaced with white to give the design more balance.

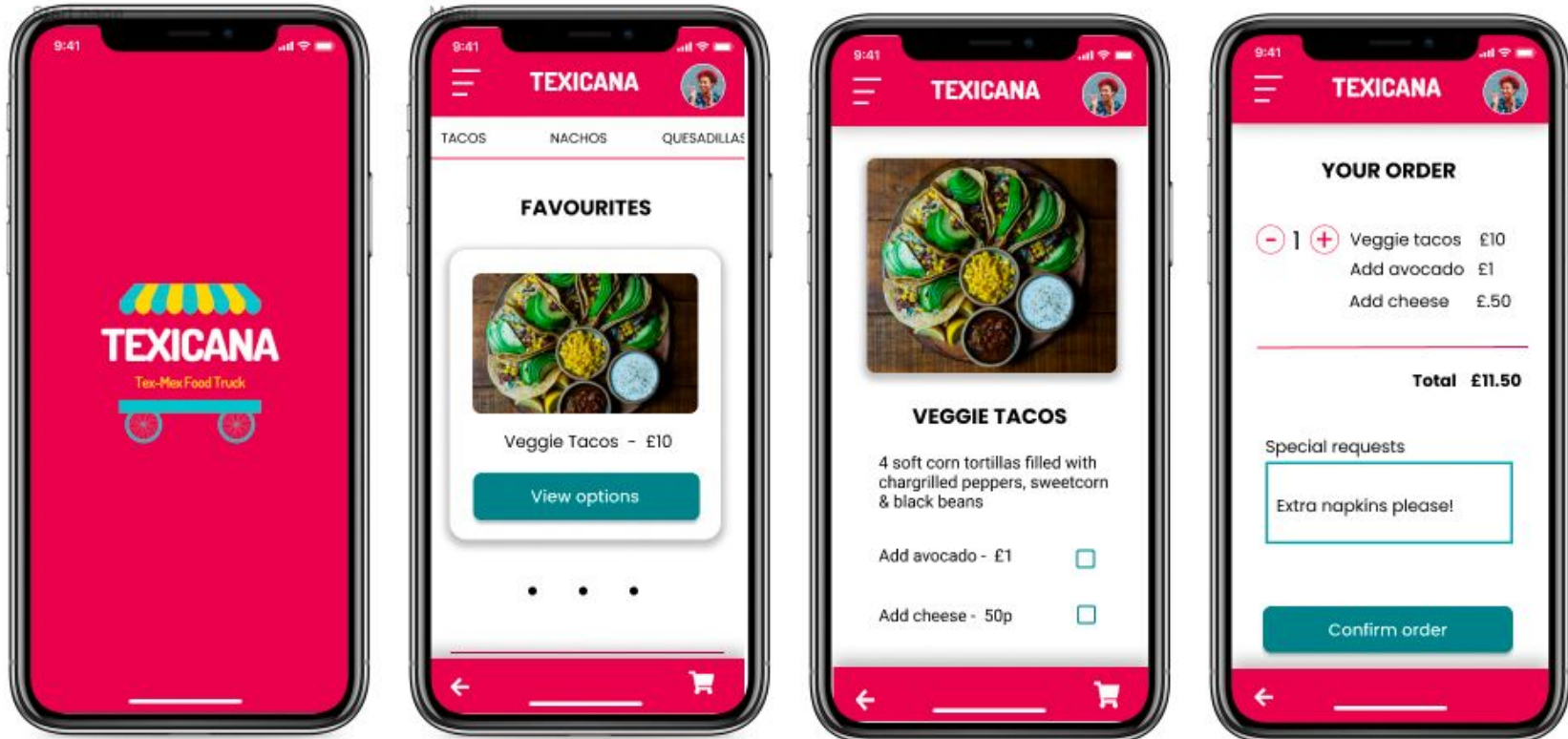
Before 2nd usability study



After usability study

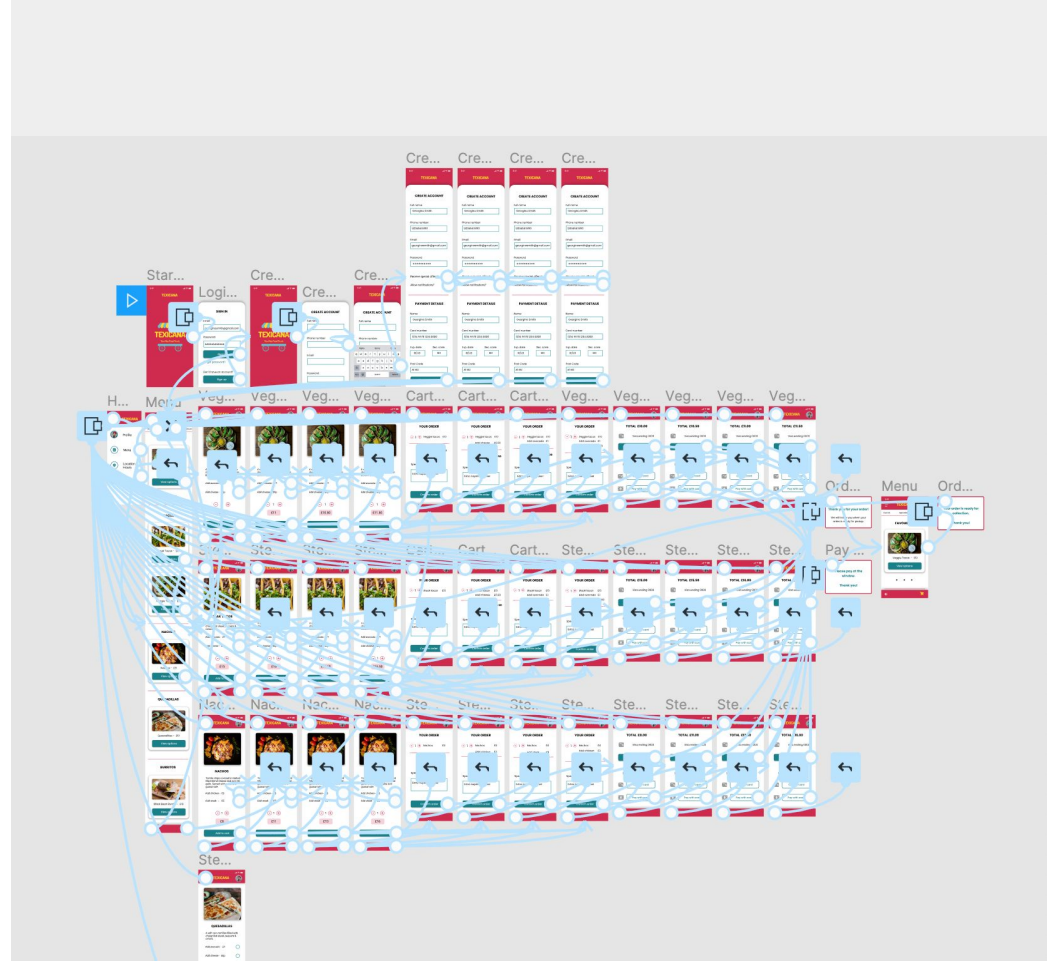


Mockups



High-fidelity prototype

https://www.figma.com/proto/WiK4Eg_L0Pnw7ly63UTmtyA/Texicana-App?page-id=166%3A1473&node-id=166%3A1474&viewport=-33%2C217%2C0.07556452602148056&scaling=scale-down



Accessibility considerations

1

My original design included a shade of blue that did not have meet accessibility standards for contrast. I used the WebAIM contrast checker to find a darker shade of blue that still worked with the brand but met accessibility standards.

2

All buttons have clear copy to describe their purpose making the design accessible for anyone using a screen reader.

3

The yellow in the logo was jarring and did not meet accessibility standards. I changed this color to white.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I really like the use of colour and think the app is clean looking." - Course participant feedback

"I can see a lot of wireframing and interactions which shows a lot of creativity and hard work has been done." - feedback from LinkedIn connection



What I learned:

How to complete the UX design process from empathizing with the user to prototyping and testing. There was steep learning curve but I can't wait to complete my next project.

Next steps

1

In the future, it would be great to add a feature for placing group orders with separate payments.

2

Add a heart icon to each menu item allowing the customer to create a favourites list.

3

Add a delivery option.

Let's connect!



Have a project you want to get started?

Send me an email at kirstengorddesign@gmail.com

View my portfolio - www.kirstengord.com

Thank you!